ABSTRACT OF THE DISCLOSURE

Furnace carbon black which has a hydrogen (H) content of greater than 4000 ppm and a peak integral ratio of non-conjugated H atoms (1250-2000 cm^{-1}) to aromatic and graphitic H atoms (1000-1250 cm^{-1} and 750-1000 cm^{-1}) of less than 1.22. The furnace carbon black is produced by injecting the liquid carbon black raw material and the gaseous carbon black raw material at the same point in a furnace carbon black process. The furnace carbon black may be used in the preparation of electrocatalysts.